

Intro to Census Bureau Data



Ana-Maria Garcia, J.D.

Data Dissemination Specialist
Customer Liaison & Marketing Services Office
Data Dissemination and Training Branch
U.S. Census Bureau



Objectives

- Basic understanding of breadth of data collected by the Census Bureau
- Understanding Census Geographic Levels
- Difference between American Community Survey (ACS) and Decennial Census
- American Community Survey Topics





Agenda

U.S. Census Bureau

Overview

Census Bureau Data Collection

- Surveys
- Censuses

American Community Survey

- Overview
- Geography

Q&A

Live Demo





U.S. Census Overview





Censuses Decennial Census Economic Census Census of Governments





Surveys

Demographic Surveys Economic Surveys Sponsored Surveys





The American Community Survey Overview

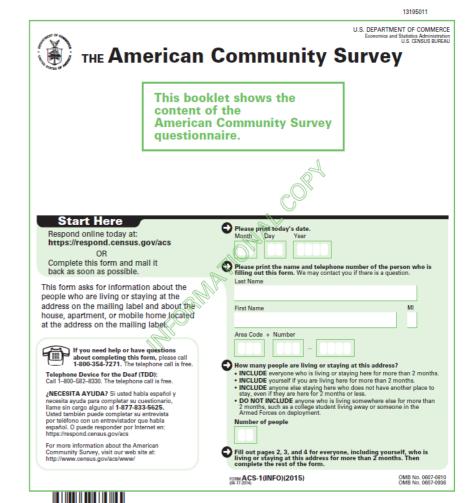




The American Community Survey The Foundation

The American Community Survey (ACS) is on the leading edge of survey design, continuous improvement, and data quality

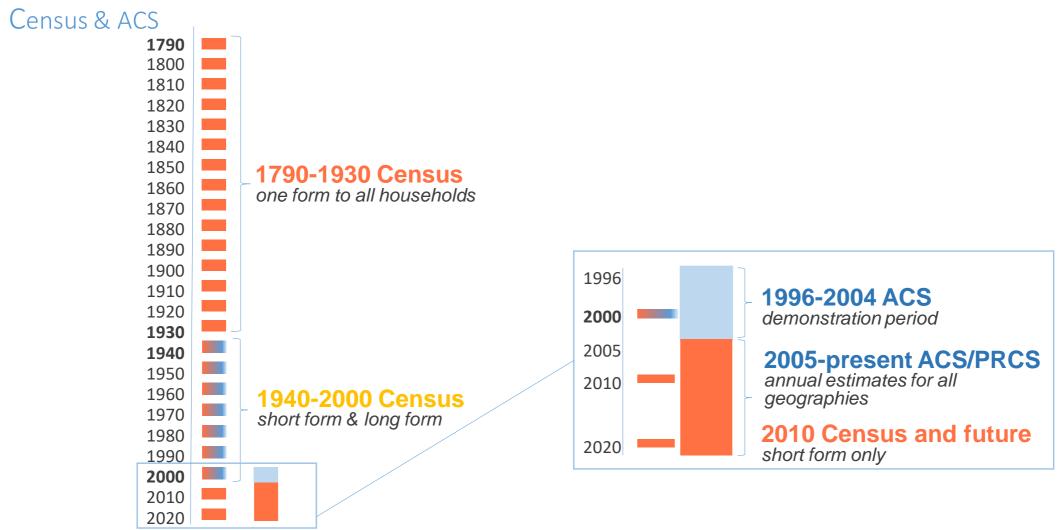
- The nation's most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment
- Surveys 3.5 million households and informs over \$675 billion of Federal government spending each year
 - Visit 20,000 Group Quarter facilities and sample approximately 194,000 residents each year
- Covers 35+ topics, supports over 300 evidence-based Federal government uses, and produces 11 billion estimates each year
- Three key annual data releases:
 - 1-year Estimates (for large populations)
 - 1-year Supplemental Estimates (for small populations)
 - 5-year Estimates (for very small populations)







The American Community Survey





The American Community Survey

How is the ACS Different from the Census?

	ACS	2010 and 2020 Census	
purpose	Sample estimates	Official counts	
produces	Population characteristics	Population totals	
new data every	Year	10 years	
data reflect	Period of time	Point in time	
Collects	Information previously on the census "long form"	"Short form" information	



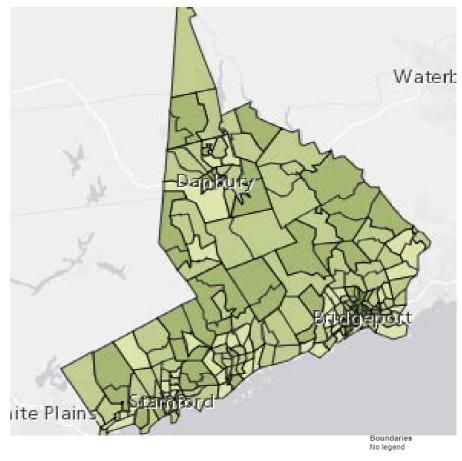
The American Community Survey Market Research

A childcare provider in Connecticut wants to understand the potential of students enrolling in their programs

The ACS tells businesses about its potential customers:

- Are residents of a different age, sex, or family size in these locations?
- Have changes to employment or earnings changed local household budgets? (Maybe rent and utility costs are impacting budgets as well.)
- Is there a changing demographic?
- Do residents speak different languages?
- Is a rise in computer and internet use providing opportunities for new ways to reach your customers?

of 3 – 4 years by Census Tract in Fairfield County



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates





The American Community Survey

Content Overview

POPU	HOUSING	
SOCIAL Ancestry Citizenship Disability Educational Attainment Fertility Grandparents Language Marital Status Migration School Enrollment Veterans	DEMOGRAPHIC Age Hispanic Origin Race Relationship Sex ECONOMIC Class of Worker Commuting Employment Status Food Stamps (SNAP) Health Insurance Hours/Week, Weeks/Year Income Industry & Occupation	Computer & Internet Use Costs (Mortgage, Taxes, Insurance) Heating Fuel Home Value Occupancy Plumbing/Kitchen Facilities Structure Tenure (Own/Rent) Utilities Vehicles Year Built/ Year Moved In





The American Community Survey

Availability of 2018 Data Products

Estimated Population of Geographic Area	1-Year Estimates	1-Year Supplemental Estimates	5-Year Estimates
65,000 or more	X	X	X
20,000 to 64,999		X	X
Less than 20,000			X
Release Date	September 26, 2019	February 6, 2020	December 19, 2019

census.gov/programs-surveys/acs/news/data-releases



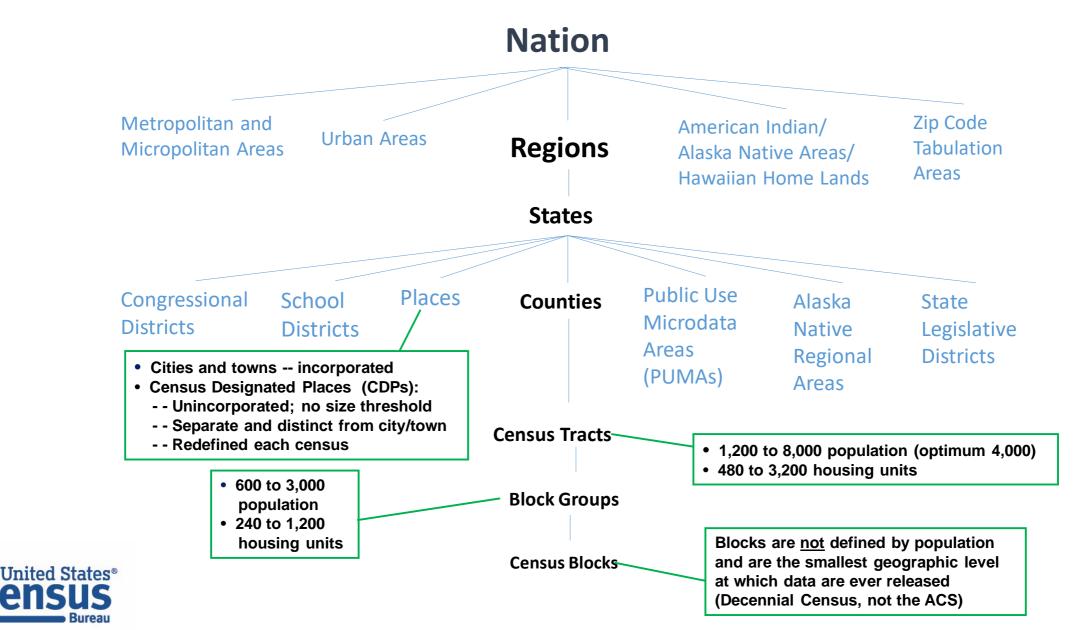
Census Geography





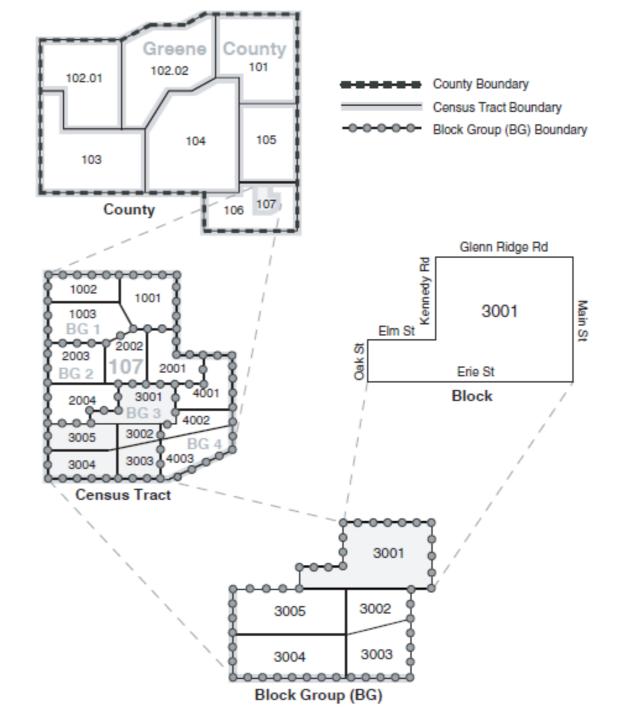
The American Community Survey

Selected Census Geographic Concepts





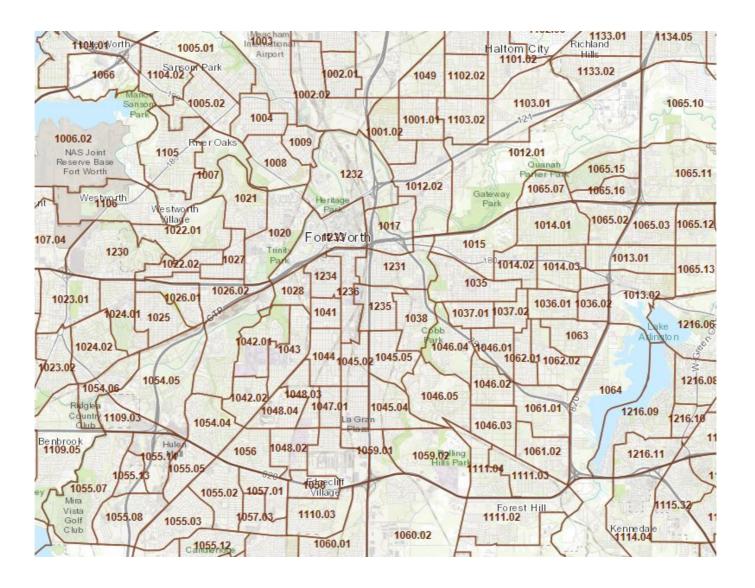
Geographic Area Relationships— Small Statistical Areas







Selected Census Geographic Concepts—Statistical Areas





Accessing Census Data





ACS Website

U.S. Department of Commerce | Blogs | Index A-Z | Glos



TOPICS
Population, Economy

GEOGRAPHY Maps, Products LIBRARY Infographics, Publications DATA Tools, Developers SURVEYS/PROGRAMS Respond, Survey Data NEWSROOM News, Blogs ABOUT US Our Research

Search

// Census.gov / Our Surveys & Programs / American Community Survey (ACS)

American Community Survey (ACS)

About the Survey

Respond to the Survey

News & Updates

Data

Guidance for Data Users

Geography & ACS

Technical

Documentation

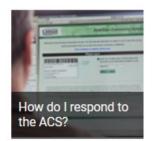
Methodology

Library

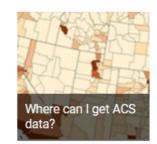
Operations and Administration

Contact Us

The American Community Survey (ACS) helps local officials, community leaders, and businesses understand the changes taking place in their communities. It is the premier source for detailed population and housing information about our nation.









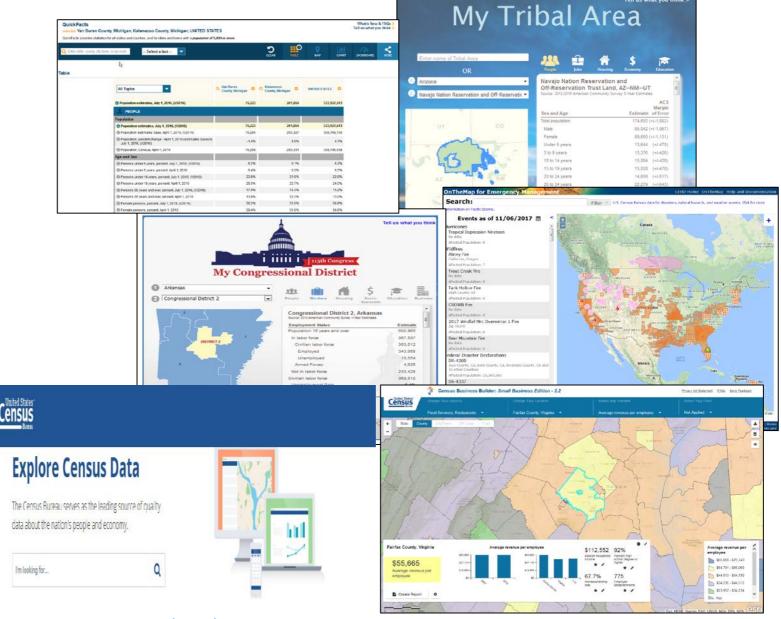


census.gov/acs



The American Community Survey Selected Ways to Access Data

- Application Programming Interface (API)
- Census Business Builder
- <u>Census Engagement Navigator</u>
- Data.census.gov
- Data Profiles
- My Congressional District
- My Tribal Area
- Narrative Profiles
- QuickFacts
- Response Outreach Area Mapper

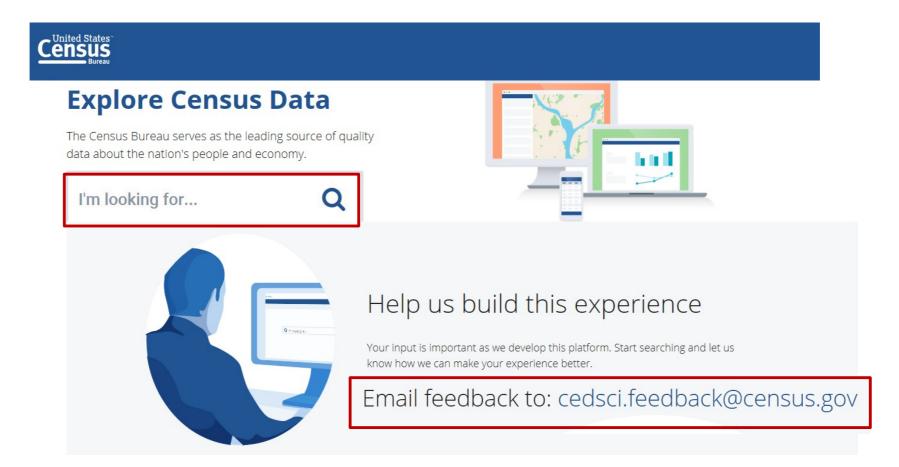




census.gov/data/data-tools.html

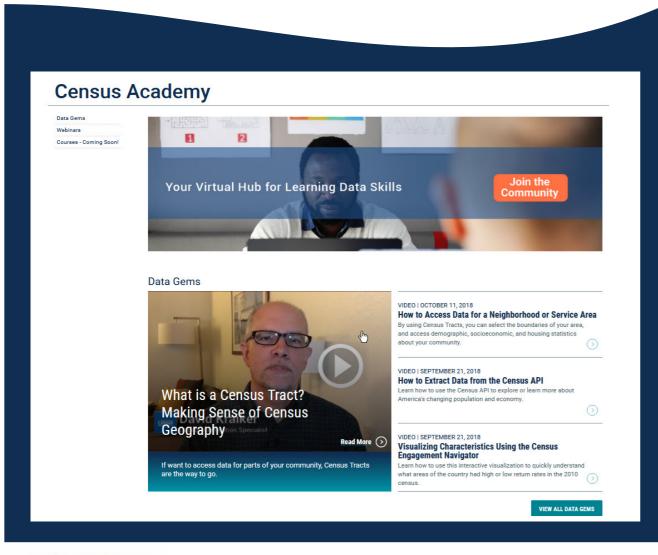


New Data Dissemination on Data.census.gov





Census.gov/Academy: Visit and Subscribe



✓ Receive our Data Gems.

These short "how-to" videos are an easy and quick way to increase your knowledge of Census data. Get them in your inbox!

✓ Get access to our data courses.

You will learn-at-your-own-pace with these videotutorials designed for different skill levels.

- ✓ Interact with our instructors via webinars.

 Learn about our data releases and tools while attending these live virtual classes.
- ✓ Bring our data experts to you.

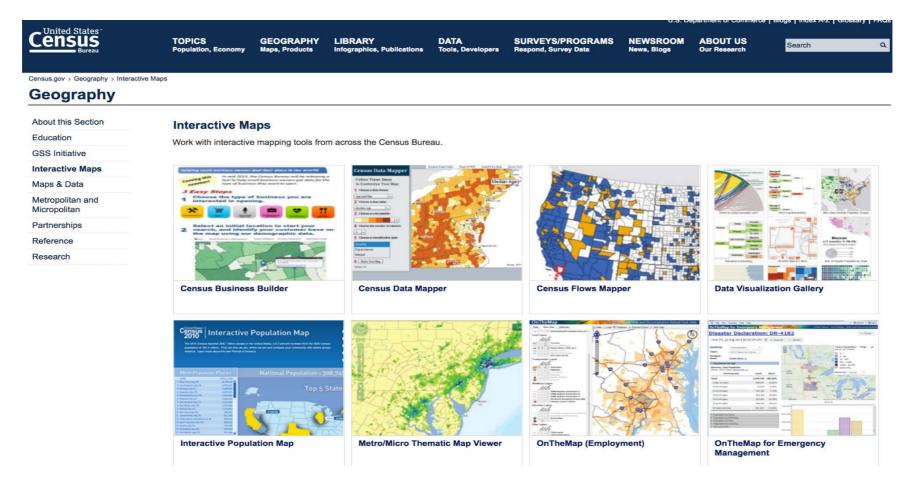
 Request free workshops and webinars for your organization: census.askdata@census.gov
- ✓ Take part in this community

 Share your feedback and ideas for our educational content: Census.academy@census.gov





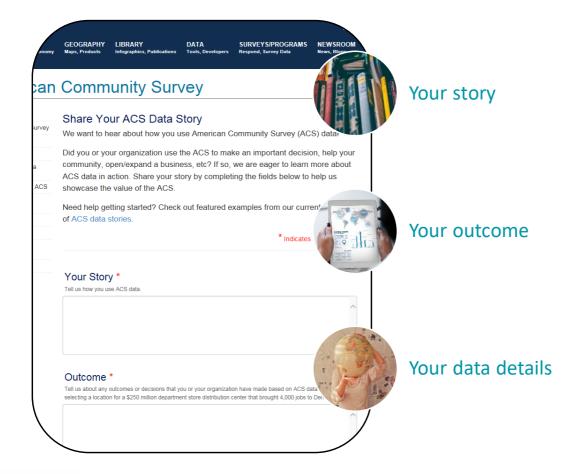
Interactive Maps



census.gov/geography/interactive-maps



The American Community Survey Data Tell Stories. Tell Us Yours!



To tell us your story, visit: census.gov/acs/www/share-your-story/index.php





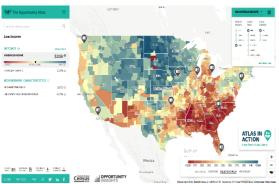
Stay Current

NEWSROOM



The latest news releases and statements from the U.S. Census Bureau. Also, find upcoming events, and useful information for media census.gov/newsroom.html

AMERICA COUNTS



Featured stories on various topics such as families, housing, employment, business, education, the economy, emergency preparedness, and population census.gov/AmericaCounts

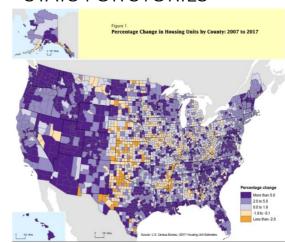
DIRECTOR'S BLOG



This blog gives the director's point of view on everything from Census Bureau news to how we measure America's people, places and economy.

<u>census.gov/newsroom/blogs/direct</u> <u>or.html</u>

STATS FOR STORIES



Provides links to timely story ideas highlighting the Census Bureau's newsworthy statistics that relate to current events, observances, holidays, and anniversaries

census.gov/newsroom/stories.html census.gov/newsroom/facts-forfeatures.html



Stay Connected #CensusData



Sign up for and manage alerts at https://public.govdelivery.com/acco unts/USCENSUS/subscriber/new



facebook.com/uscensusbureau



twitter.com/uscensusbureau



More information on the American Community Survey: https://www.census.gov/acs



youtube.com/user/uscensusbureau



instagram.com/uscensusbureau



Census (Non-media inquiries) 800-923-8282

Public Information Office (Media) 301-763-3030



pinterest.com/uscensusbureau



<u>linkedin.com/company/us-census-bureau</u>



Additional Resources:

Want Free Training? Need Local Stats?



U.S. Census Bureau

Data Dissemination Specialist

Ana-Maria García

(860) 424-6762

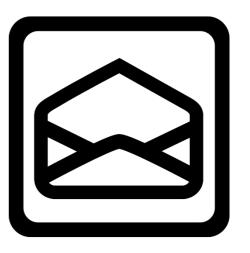
ana.maria.garcia@census.gov



Toll-free number:

1-844-ASK-DATA (1-844-275-2342)

census.askdata@census.gov





Q&A and Thank You!



Qn-Line Demo – census.gov

